

Hazardous Waste Round-up Milk run for SQGs September – December 2003

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King County Solid Waste Division
Seattle WA
2003

Goals



- Make hazardous wastes disposal convenient and not cost prohibitive
- Reduce the amount of wastes abandoned on site or disposed of improperly

Financing



- Local Hazardous Waste Management Program (LHWMP) sponsored the promotion, coordination, transportation and handling costs
- Business paid for disposal
- Voucher Incentive Program (VIP)

Criteria for participation



- Be located in pilot area
- Have less than 2200 pounds of waste to dispose
- Not have contract with a hazardous waste hauler
- Dispose of hazardous waste no more than once a year

Costs



- \$16,700

- \$14,000 consultant (planning, mailing, evaluation)
- \$700 collection
- \$2,000 in-house costs (printing)

Participating cities in King County

- Kenmore and Redmond (north end of King County)
 - Keep it Clean Recycling (local)
 - September & October
- Federal Way (south end of King County)
 - Philip Services Corporation (national)
 - October & November



Promotional Strategies

- Direct Mail
- Print media
- Presentations
- Canvassing
- Referrals

Hazardous Waste Taking up Space?

Get Rid of It!

During the Hazardous Waste Collection
for Kenmore & Redmond Small Businesses

Collection takes place in
September & October 2003

Free pickup and transportation of
your hazardous waste materials

(Pilot program covers all transportation, profiling,
and technical assistance costs, you pay only
for disposal.)

Call 206-296-3976
for Reservations and Disposal Costs



Local Hazardous
Waste Management
Program in King County

This material will be provided in alternate formats on request for individuals with disabilities. TTY Relay: 711

Get Rid of It!

Hazardous Waste Collection

We will accept:

- > Paints & Solvents
- > Fluorescent & HID Lamps
- > Building Maintenance Chemicals
- > Inks, Dyes, Adhesives
- > Acids and Bases
- > Waste Oil
- > Mercury and other heavy metal wastes
- > Many other types of hazardous materials



Call 206-296-3976

for Reservations and Disposal Costs

Note: This program is limited to Small Quantity Generators. The maximum amount of waste per customer is 2,200 pounds, or about four 55-gallon drums.



King County

Department of
Natural Resources and Parks
Solid Waste Division
201 S. Jackson St. Suite 701
Seattle, WA 98104-3855

post paid
u.s. postage
PAID
seattle, wa
permit no.14146



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Evaluation



- Promotional efforts – did they work, what worked best and did we reach who we wanted to
- Satisfaction – did people like it
- Caveats
 - Anecdotal and trends
 - Not statistical

Response in promotional plan

- Redmond/Kenmore
 - 3,000
 - 25,14
- Federal Way
 - 2,000 (SIC and not >150)
 - 7, 3
- 95% of participants identified the postcard
- Low success with canvassing and presentations

Did we target the right audience

- Did the promotional efforts reach the intended audience? Yes
 - 9 dispose once a year or less
 - 3 dispose more than once a year
 - 4 have had someone else get their waste
 - 1 had a regular hauler
 - Others self haul or stored on site

Evaluating Satisfaction



- Who:

- Businesses who participated (participants)
- Businesses who decided not to participate (decliners)
- Haulers
- Staff

Overall satisfaction of “participants”

- N=12
- Hauler = 4.8 on scale 1-5 (range 3-5)
- Overall program = 4.7 (range 3-5)
- Phone referral staff = 4.5 (range 3-5)
- “Really helped bring the subject to our attention”
- Helped “get rid of things that had built up over time”

Satisfaction of Cost for “participants”

- Rated cost 4.2 (range 3 to 5) on 1-5 scale
- Two businesses (of 12) rated cost low
 - “cost was no different than market disposal prices”
 - “disposal was not free”
- Most appreciated convenient, timely, and reasonably priced service



Satisfaction of Cost for “decliners”

- #1 reason for not participating
- Preferred options
 - Self haul
 - Donate
 - Continue to store on-site
- Voucher incentive program mentioned



Small vs. large hauler

- Small hauler easier to reach and more responsive
- Participants rated haulers high
- Price Difference
 - \$37 (local) versus \$81 (national)

Recommendations

- Improve the direct mail strategy
 - Shorten the time btw/ postcard and hauler
 - Educate on costs ahead of time
 - Work with Property management
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- Milk Run II
 - April – June 2004

Contact



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